



Building sustainable grassroot communities through digital learning



Outline



WHO WE
ARE?

WHAT WE
DO?

HOW WE
WORK?

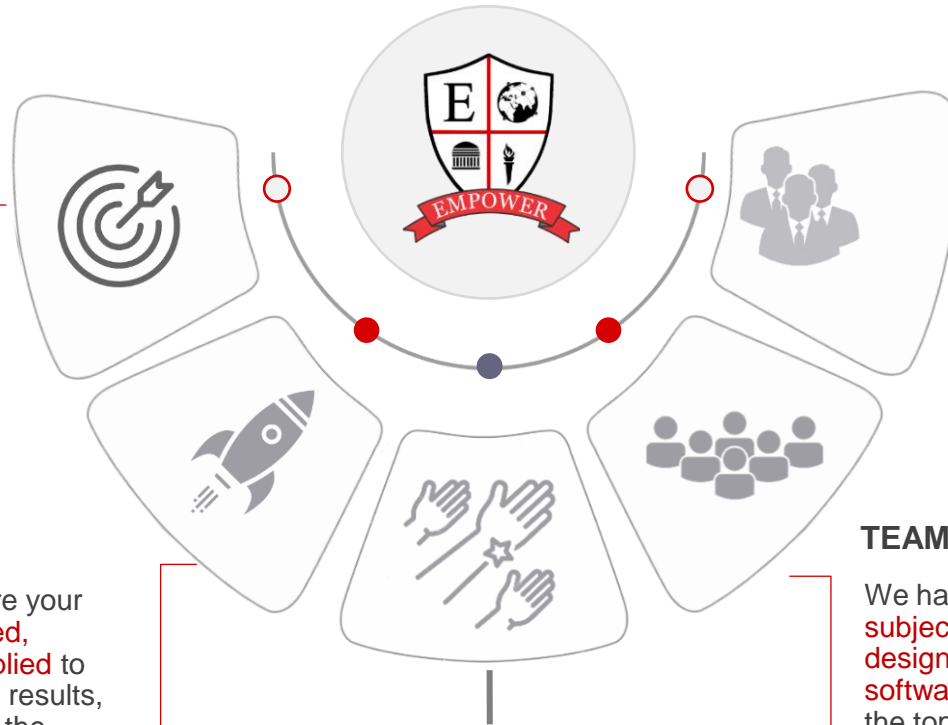
HOW CAN WE
SUPPORT YOU?



WHO WE ARE?



Empower at a Glance



MISSION

Empower's mission is to **Transforming the way people learn, work and save lives...through digital learning.**

We achieve this by digitally transforming static content into engaging learning materials

GOAL

Our goal is to ensure your **materials are learned, understood and applied** to achieve the desired results, whether in schools, the workplace or in people's homes.

REACH

We work at scale, and we have delivered more than 1 million hours of learning across 100 countries, in 20 different languages

TEAM

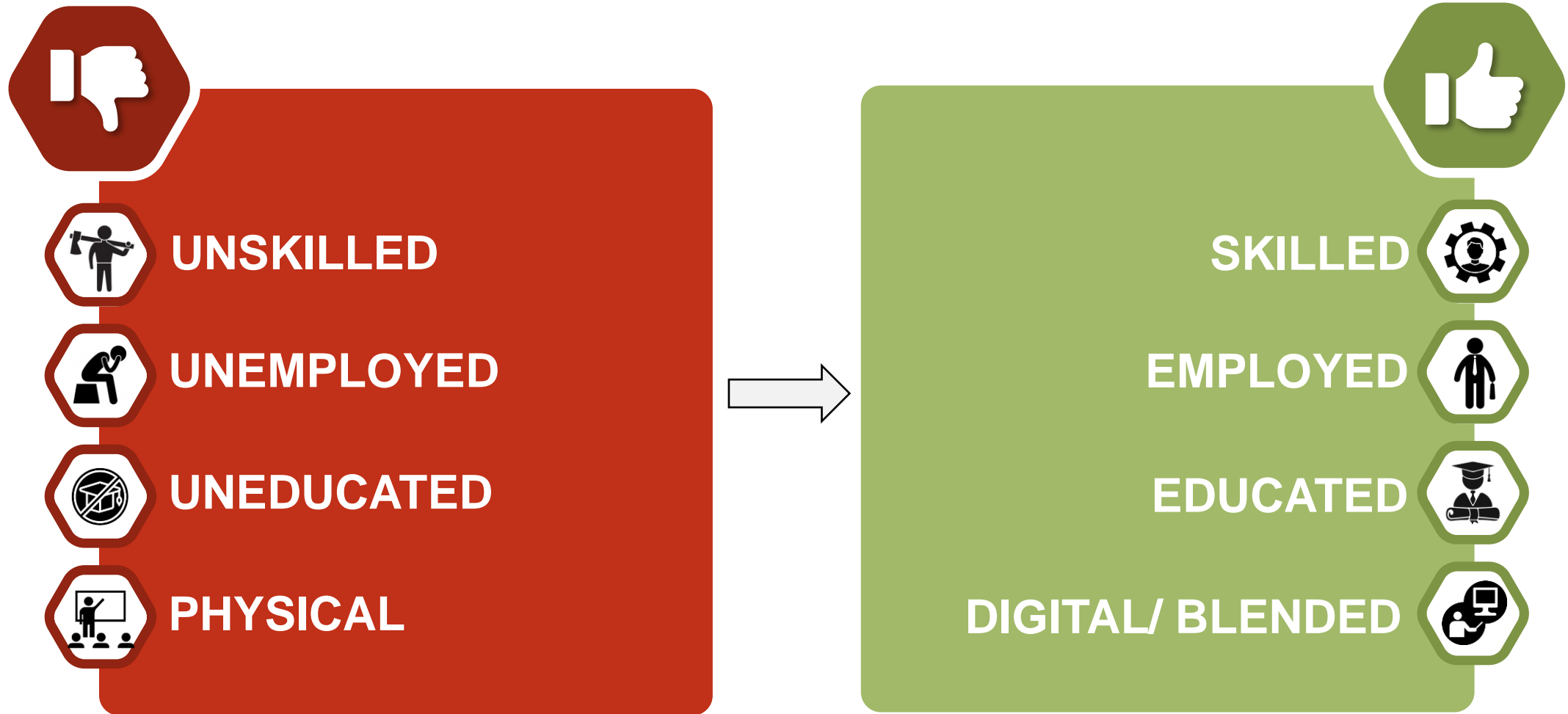
We have an **in-house team of subject matter experts, artists, designers, social scientists, and software engineers** - trained at the top business, design, and engineering colleges from around the world

GLOBAL CLIENTS

Our Senior Management team is based in **Africa & Asia** (Nairobi, New Delhi and Bangkok), **US** (New York, Chicago and Los Angeles), **Europe** (Barcelona, Geneva, Oslo)



Empower is Transforming Learning across LMICs*



* LMIC – low and middle income countries



WHAT WE DO?

Digital Learning Industry Experience



HEALTHCARE



LIFE SCIENCES
Pharma, Bio-tech,
Diagnosis, and Medical
Devices



EDUCATION



NUTRITION



AGRICULTURE



COVID-19



**WATER &
SANITATION**



HUMANITARIAN

Our Story

We offer **Digital Learning Solutions** to transform physical learning into uninterrupted digital learning. *We believe innovation combines creativity, experience, efficiency, compatibility, and most importantly, a deep understanding of our clients' needs*

200,000+

learners reached

100+

countries reached

250+

organisations supported

1 million+

hours of learning delivered



DIGITAL CONTENT

Anywhere, anytime access to course

Digital learning/ Blended learning/ ILT and VILT/ Video services



LEARNING TECHNOLOGIES

Open-source knowledge and collaborative platform

Learning Portal/ Learning Content Platform



ANALYTICS

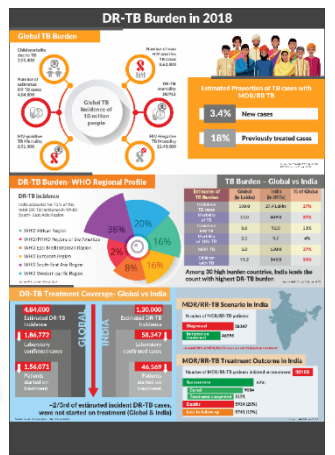
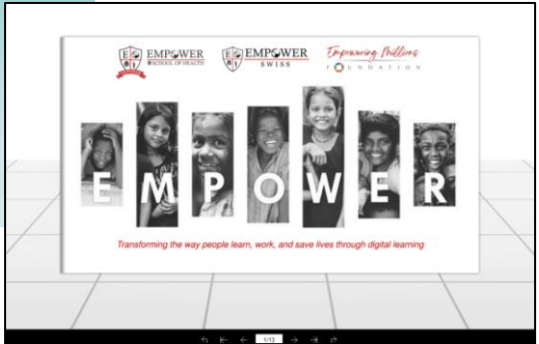
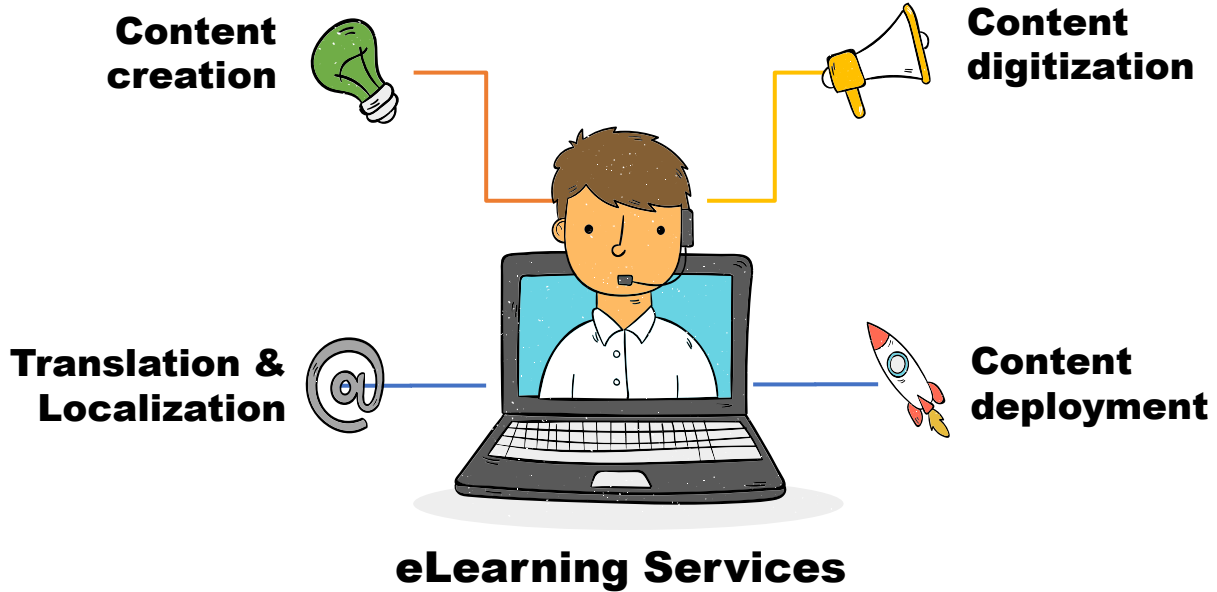
Measuring impact of learning intervention at all levels

Needs analysis/ Evaluation and impact

Developing Digital Content

Empower has more than a decade of experience in **transforming existing content into a digital and contemporary format** that is compatible with modern technology platforms and mobile devices.

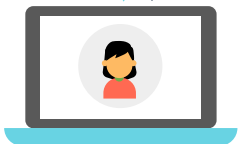
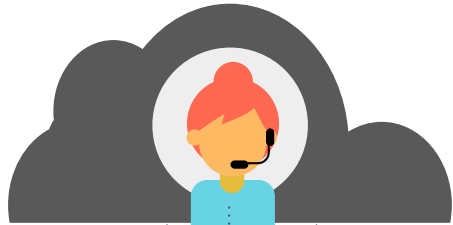
Our design methodology uses several methods including, **ADDIE model, Bloom's Taxonomy and Kirkpatrick's assessment model.**



Learning Technologies

Our **Digital Learning Platform** (web and mobile) helps you easily engage your target group with different learning experiences.

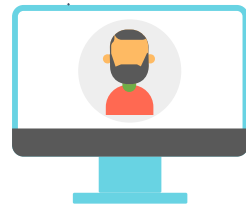
Knowledge Management



Delivering Learning



Measuring Impact



Building Community of Practice

FEATURES OF LMS

Customised competency-based learning – for geographically dispersed staff and their roles

Ability to handle thousands of users with some minor modifications on server

Continuous on-the-job learning supported by mentors/ technical experts

Easily integrable with other systems/platforms through APIs

Users progress tracking with robust analytics and dashboard

Multilingual support on the platform, user chats etc.



Supports online and offline feature; SCORM compliant

Responsive and adaptive platform

Certification at end of the course

Online customised assessment with the courses

Impact & analytics

We measure the anticipated **outputs, outcomes, and impacts** of the learning intervention at all levels, including indicators for tracking progress and baseline required for addressing the problem

Potential Analytics

- Enrollment Status
- Learner Activity
- Learner Progress
- Potential Problems

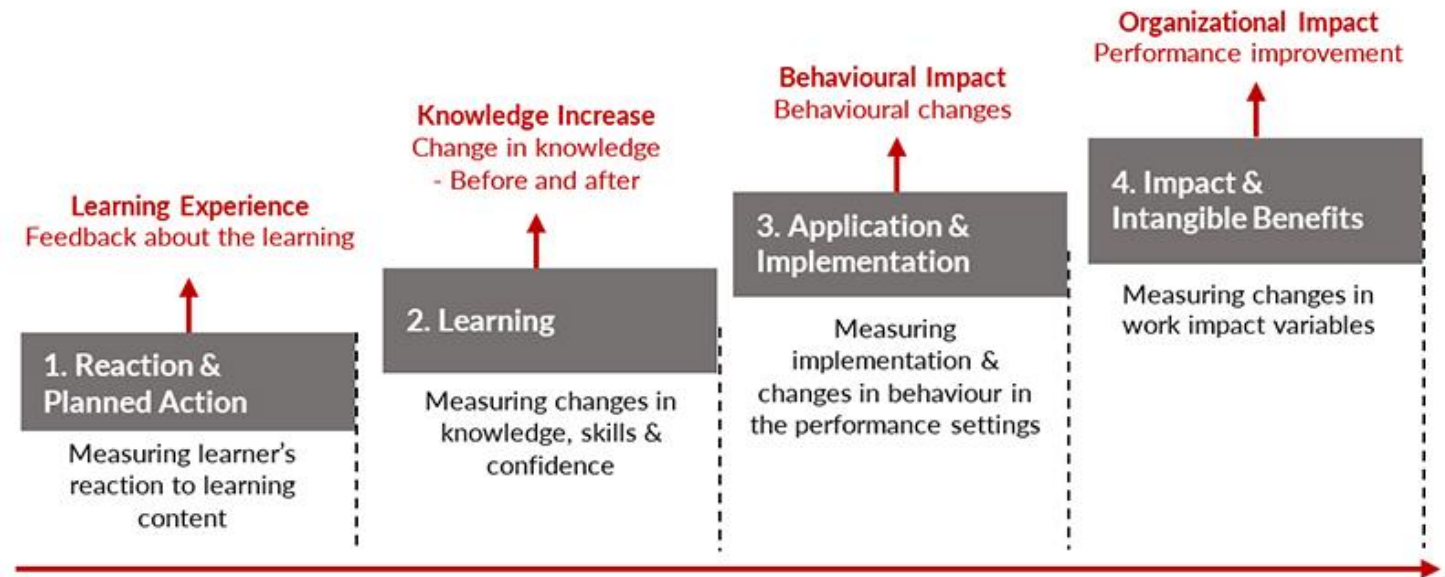
Predictive Analytics



As we scale the intervention to tens of thousands of users, *we get back rich data on how the learners are reacting, how much they are learning, what is the impact, and finally what is the result of the intervention.*

We use this data and apply the **Kirkpatrick model of training evaluation** to measure the impact of our learning interventions.

Kirkpatrick model of Capacity Building Impact Evaluation

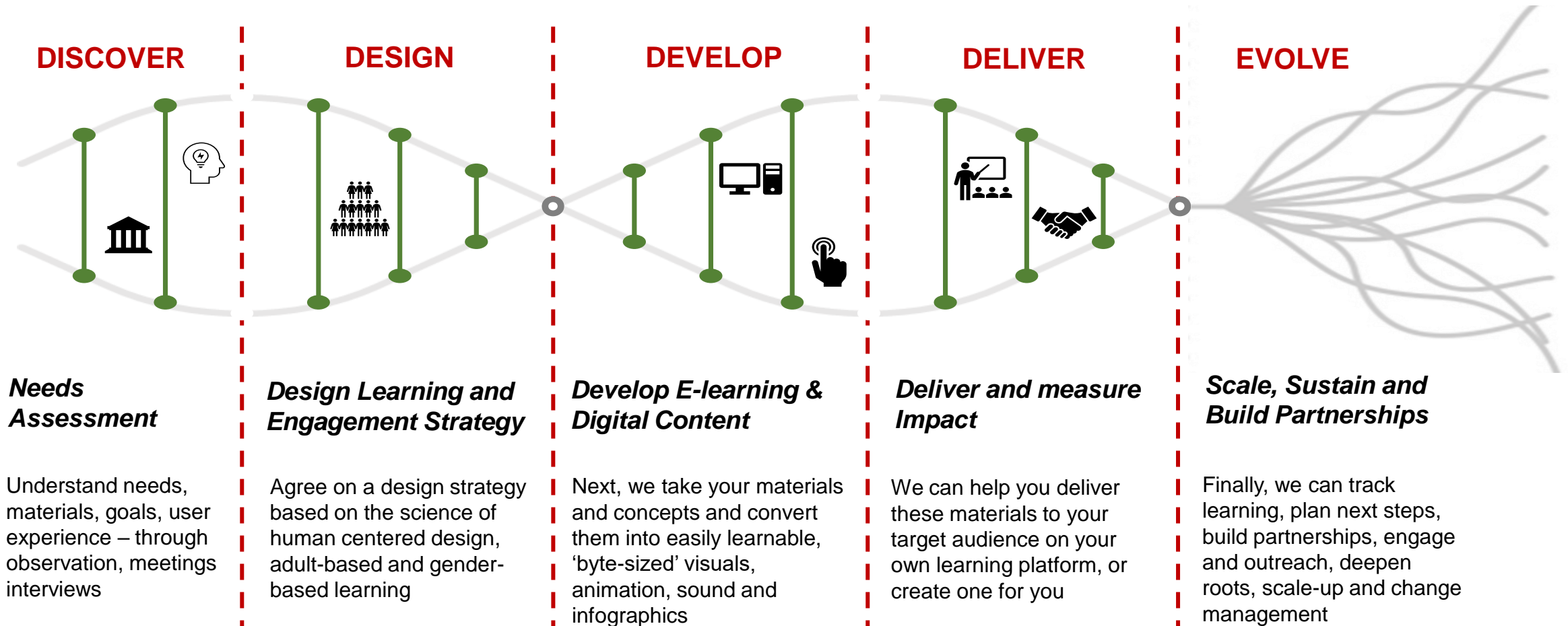




HOW WE DO?

Our Human-Centred Approach

...at Empower, we follow a **human centered approach while creating digital learning solution – understanding human needs** – through our partnerships with professional associations, academia, NGOs/ CSOs, and donors – creating **long term social and community impact**



Health and Nutrition

...Globally, more than two billion people, including women and children, do not get the micronutrients they need to survive and thrive. COVID-19 has further strained the health systems, which has led to severe and widespread increase in global food insecurity and acute food shortage in almost every country. ...

Project Name: Empower engaged with GAIN's nutrition programs in India and Nigeria to implement effective and sustainable food fortification interventions at scale, using creative yet applicable ways of improving the capacities of industry personnel, government officials, food safety officials, technical food fortification professionals, and academia on food and micronutrient analysis.



Empower has **designed Incremental Learning Approach (ILA) by developing eLearning courses and learning management systems with an intent to professionalize the workforce.**

Our accredited and certified training programme trains technical staff involved in food fortification and micronutrient analysis activities.

Food and Nutrition

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Project Name: Empower collaborated with **Alliance for Green Revolution, Africa or AGRA** for strengthening skills of **food value chain professionals** across Africa.



The course was developed in English and French along with the **Learning platform** to onboard users and deliver trainings through this content.



The screenshot displays the AGRA Learning platform interface. The top header includes the AGRA logo and the course title: "Resilient and Sustainable Food Value Chain Development - Overview and Objectives". A list of nine topics is shown on the left, with the first topic, "Multi-Stakeholder platform formation", selected. The main content area features a video player with a thumbnail image of a wooden signpost in a field. The video player includes a progress bar and a "Démarrer" (Start) button. The video title in French is "Développement des Filières Agricoles Résilientes et Durables en Afrique".

Reproductive Health & Family Planning



...The aim was to improve access to care for mothers and children in low resource settings by **building capacities of frontline healthcare workers to manage reproductive, maternal and child health..**

Project Name: Empower supported Paramount Products (a garment export manufacturer from India) under its CSR initiative, Project Mukta, for building capacities of rural female factory workers across Delhi/ NCR region.



Focus Area: Gender-based violence, gender equality and sexual health and reproductive rights (SRHR) through digital training and workshops

Activities:

- **Developed eLearning materials** on topics related to sexual health and reproductive rights.
- **Delivered virtual training and capacity building workshops** to train healthcare staff at the factory level on building knowledge around the area of SRHR.
- Created 'SRHR Champions', to further train female factory workers at the rural level on overall SRHR issues

Impact

The primary aim was to empower women towards a more fulfilling life through workplace-based interventions on health, financial inclusion, and gender equality. This initiative also brought gender parity and opened doors for economic opportunities for women workers by ensuring sustainability in the system as well as society.

Reproductive Health & Family Planning



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Project Name: Anglophone, Francophone and Lusophone Africa: Maternal and Child Health Program under the Medicines, Technologies, and Pharmaceutical Services (MTaPS), funded by USAID



Africa has some of the lowest contraceptive prevalence rates and highest maternal mortality.

Empower under the MTaPS program is **building capacities of frontline healthcare workers on Pharmaceutical System and the importance in improving the MNCH indicators** like preventing deaths, and the number of diseases in the population.

Empower has **designed and developed eLearning courses for multiple countries to tackle MNCH program issues** - to increase capacity, skill, and understanding of various frontline healthcare workers and eventually reduce MNCH mortality rates.

Water, Sanitation & Hygiene (WASH)



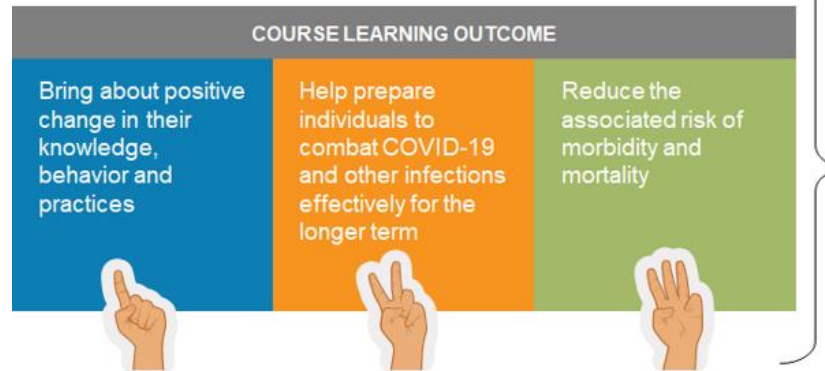
...Importance of sanitation in a world that is struggling to break the rapid spread of COVID-19, cannot be stressed enough. Sanitary and hygiene practices directly affect the health of individuals. **Poor sanitation in the country is often a result of the unavailability of resources and lack of awareness among the people. ...**

Project Name: Save the Children (funded by Unilever), India in the field of **hand hygiene, sanitation for infection and prevention control covering the last mile (including mothers, children, schoolteachers, frontline health workers)**



Empower has **developed the e-learning course on prevention of infection and management of COVID-19, prioritizing hand hygiene techniques with focus on hand washing with soap and water.** The objective of this course is to train the frontline staff on effective infection prevention, including COVID-19.

Impact



As per Rural Health Statistics, MoHFW, 2018-2019, a total of **~60,000 frontline staff** are working across Maharashtra, Bihar, Odisha and West Bengal

↓
A total of **~12,000 users, covering 20% of the frontline population** across 4 states have been trained so far

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Project Name: Ghana is struggling to protect children and their families from exposure to COVID-19. Project focuses on **minimizing mortality, and ensuring preparedness for potential humanitarian crises and explaining WASH related issues**



Empower partnered with IFRC and the Ghana Red Cross Society to support digital transformation in Ghana through a digital learning and capacity-building initiative, training health professionals and volunteers in WASH and humanitarian crisis.

The initiative was aligned with the IFRC's digital transformation strategy, emphasizing the **impact of digital technology in delivering humanitarian aid, valuable during Covid-19 and beyond.**

Immunization

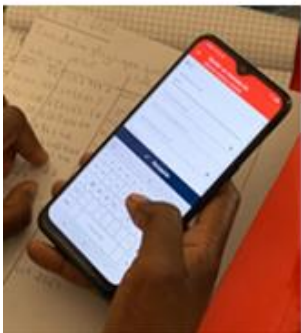
...**Strong disease surveillance systems are critical to achieving universal health coverage (UHC)**, given that they provide governments and public health decision-makers with the data they need to ensure that all people and communities have access to health services...

Project Name: Training and capacity building for strengthening LMIS and supply chain skills for vaccine supply chain management in Senegal, (funded by Logistimo and supported by GAVI)

Empower, in collaboration with GAVI, is **supporting the immunization program of the Ministry of Health, Senegal**. The program focuses on **training healthcare staff in hospitals and clinics across the country on the use of new software that will help reduce wastage and improve efficiency across the supply chain**.

What we did?

- **Deployment and Training:** Trainers from central, regional and district level were trained on how to use a new software system for supply chain management and how to train end-users on the same.
- **User support and monitoring:** Once users are trained and entities are live, we started the monitoring and supporting the users



Senegal user trainings on Logistimo mobile applications; ~92% of user activity achieved in 6 months

Since the start of the pilot, stock-availability has continued to improve, reaching 98% in the month of July; only 1% of all inventory items are stocked out.

Humanitarian Emergency Response & COVID-19

...In 2021, countries dealing with existing humanitarian crises or emergencies are particularly exposed to the effects of COVID-19. Responding swiftly to the pandemic, while ensuring that humanitarian and recovery assistance reaches those most in need, is critical..

COVID-19 and supply chain: *Today, health supply chains face new and unprecedented threats from global pandemic outbreaks including COVID-19 that often occur in the world's most vulnerable areas. Moreover, across the world, an estimated 2 billion people currently do not have access to essential supplies*



Empower is supporting Johnson and Johnson Global Health in developing supply chain management education package for frontline healthcare workers working at the primary healthcare centre at the last mile (including pharmacists, nurses, midwives, community health workers) to understand the health commodity/ vaccine supply chain, and its related challenges, addressing the COVID-19 pandemic.

This engagement focuses on making health systems more resilient and enhance their ability to absorb and respond to health shocks by improving existing supply chains

Mobile digital classroom for last mile to catalyze learning and behavior change (can be applied for last mile learning)



Key Features of Blended Learning Solution:

- *Real-time and continuously updated content*
- *Off-line and online capability*
- *Can deliver 1000 hours of training without wifi and electricity*

Designed by **Empower's Digital Learning Innovation Lab**



Can be used to inform, educate and train health workers, communities, families and beneficiaries at scale, in any language and on any topic.

Our multi-dimensional in-house Technical Team includes



Subject Matter Experts

(Expert in the field, provider of content)



Digital Learning

(Owns the vision and sets the expectation)



Videography & Animation Experts

(Great with 2D, 3D, animation videos, live shooting)



Content writers

(Creating valuable and technical content)



Graphic Designers

(Great with layouts, can produce/ curate imagery, videos, etc.)



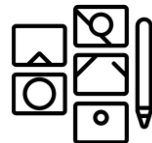
Motion Graphics Expert

(Character animation, video editing, sound editing, stop motion)



Instructional Designers

(Creating design for performance)



Storyboard Artist

(Creating interactive learning designs)



Sound and Voice over artist

(National/ International e-learning voice-over talent)

Your Digital Transformation Solutions Provider & Partner



Paul S. Lalvani
Executive Director,
Empower Group



New York | Chicago | Los Angeles | Geneva | Barcelona | Oslo | Dakar | Nairobi | New Delhi |
Bangkok | Harare | Tokyo

WHY EMPOWER?

RELIABILITY

Our in-depth sectoral and knowledge, understanding of global stakeholder ecosystem, makes us well-placed to serve as trusted advisors to our clients.

RESULTS

Using an ears-on-the-ground and scientific approach, we design result-oriented digital learning approach to support our clients in creating social and business impact.

REACH

We have strong formal and informal networks across the stakeholder ecosystem that helps us offer effective strategic counsel to our clients and mobilize requisite support in an agile manner.

REFRESH

We bring in the right thinking at the right time – across the business to stop and brainstorm, bring new ideas and drive integrated digital learning projects.